

# White Sale. Opens Monday White Sale.

## Undermuslins, White Goods, Linens, Laces, Embroideries

*At Prices Heretofore Unheard of at Calisher's or Elsewhere*

Calisher's 1909 White Sale was a collection of remarkable values. But, this 1910 White Sale will be the biggest bargain event ever offered El Paso people. Everything in white—even white blankets—is included in the present sale. Come Monday, come Tuesday, come every day next week—each time you come you will find something new—an odd lot, an extra special, or some striking display.

The White Sale windows are worth coming to see. Yet they are only an index to the wonderful White Sale values within the store.

### White Sale of Embroideries

On account of the immense quantity and the many special lots, we have arranged to sell Embroideries, both on the main floor and in the basement.

- LOT I.** Edgings 2 to 5 inches wide, and Insertings 11-2 to 21-2 inches wide, mostly Hamburg and cambric, neat patterns, 3800 yards in all. Worth regularly 10c and 15c a yard. White Sale Price 5c. (Basement.)
- LOT II.** 5400 yards of Hamburg, Cambric and Swiss Embroideries. Edgings, 4 to 16 inches wide, Insertings and Bands 2 to 3 inches wide, worth up to 35c a yard. White Sale Price 10c. (Basement.)
- LOT III.** Swiss, Nainsook and Hamburg Edgings, Bands, Beadings, Corset Coverings and Flouncings, 9100 yards, and worth up to 50c a yard. White Sale Price 15c. (Main Floor.)
- LOT IV.** 2500 yards. Unquestionably, the best Embroidery value ever offered El Paso shoppers, and the largest variety at one price. This lot consists of Edgings 5 to 8 inches wide, Flouncings, Corset Coverings, Wide Bands and Insertings. The materials are Swiss, Nainsook, Cambric and Longcloth. Many pieces in the lot are worth 75c a yard. White Sale Price 23c. (Main Floor.)
- LOT V.** Edgings and Bands in beautiful sheer dainty effects, as well as the durable woven Hamburg. 1900 yards in the lot, and some pieces worth \$1.00 a yard. White Sale Price 39c. (Main Floor.)
- LOT VI.** Flouncings, Corset Coverings and Band Bands, of swiss, muslin and cambric, in dainty and large eyelet effects, also heavy blind patterns and MacVira finishings. 2300 yards, worth to \$1.25 a yard. White Sale Price 48c. (Main Floor.)
- LOT VII.** Soft finish Madeira Flouncings, 12 to 18 inches wide, convent work. Beautiful patterns—solid, open and eyelet effects. Values to \$1.50 a yard. White Sale Price 69c. (Main Floor.)
- LOT VIII.** 900 yards of All-over Embroideries—Cambric and swiss—in large and small patterns, heavy and real sheer effects. Worth to \$2.00 a yard. White Sale Price 69c. (Main Floor.)
- LOT IX.** Waist Fronts—20 to 22, embroidered, paneling, open work, also, lace effects on very soft and sheer material. Regular prices \$2.25 to \$2.50 a yard. White Sale Price 98c. (Main Floor.)

### White Sale of Laces

Thousands of yards of Laces, including almost every sort, will be on sale next weeks.

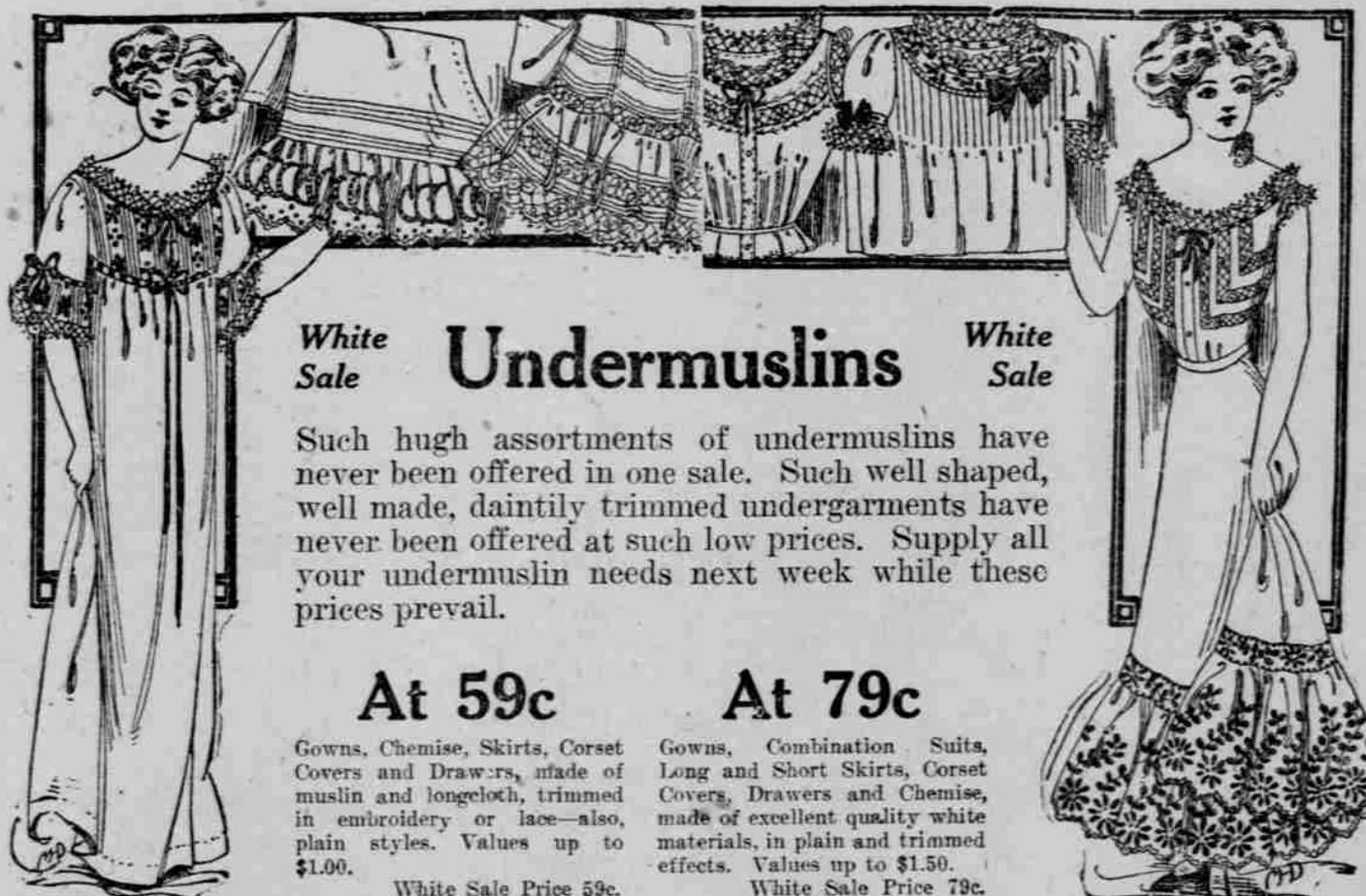
- 15c LACES 5c.** Point de Paris and Normandie Val Laces and Insertings, worth up to 15c a yard. White Sale Price 5c. (Basement.)
- 25c LACES 10c.** Wide and medium widths in Normandie Val, and Point de Paris Edgings and Insertings. Large variety of patterns. Values to 25c a yard. White Sale Price 10c. (Main Floor.)
- German Val, French Val, Italian Val, and Meshin Laces. Special lots during White Sale.
- Fine Torchon Laces, machine and hand made, at unusually low prices. Special lots on display.

### White Sale of Waists

#### Manufacturers' Samples

Just in time for White Sale arrived this lucky purchase of Waists. Being samples, they are made of unusually nice material and are more carefully finished. Read these short descriptions. Monday morning come and see the waists, you will be delighted with them.

- \$2.50 WAISTS AT \$1.50**  
Lace and embroidery trimmed waists with tucked and trimmed long sleeves. Open front and open back styles; worth to \$2.50; special \$1.50.
- \$3.00 WAISTS AT \$1.75**  
Waists with all-over embroidery fronts. Long sleeves with lace trimmed cuffs. Collars are trimmed with lace. Some have deep, lace yoke. Open front and open back styles; worth \$3.00; special \$1.75.
- \$3.95 WAISTS AT \$2.00**  
Waists of fine lingerie cloth, made with deep yoke of lace. Fronts and backs are tucked. Sleeves are long and finished with tucked and lace trimmed cuffs. All open back styles; worth \$3.95; special \$2.00.
- \$5.00 WAISTS AT \$2.50**  
Waists of fine lingerie cloth with front of hand embroidery. These waists have lace yoke, lace collar and lace cuffs. Backs and sleeves are tucked. Open back styles only. Waists worth to \$5.00; special \$2.50.
- MOST BEAUTIFUL WASH GOODS EVER SHOWN IN EL PASO**  
The Jacquard Madras Cloth. This fabric is the newest for tailored waists, boys' suits, etc. It is a fine mercerized cloth that wears well. Comes in a large variety of patterns, at 25c, 35c, 40c, 45c and 50c yard.
- This Price During White Sale Only**  
**ELKHEAD UNDERWEAR CAMBRIC AT \$1.10 FOR A PIECE OF 12 YARDS**  
Extra durable Underwear Cambric, fine English finish, full 36 inches wide; 300 pieces only will be sold at this price.  
**\$1.10**  
For a 12-yard piece.  
Main Floor.



### White Undermuslins

Such high assortments of undermuslins have never been offered in one sale. Such well shaped, well made, daintily trimmed undergarments have never been offered at such low prices. Supply all your undermuslin needs next week while these prices prevail.

**At 59c**

Gowns, Chemise, Skirts, Corset Covers and Drawers, made of muslin and longcloth, trimmed in embroidery or lace—also, plain styles. Values up to \$1.00. White Sale Price 59c.

**At 79c**

Gowns, Combination Suits, Long and Short Skirts, Corset Covers, Drawers and Chemise, made of excellent quality white materials, in plain and trimmed effects. Values up to \$1.50. White Sale Price 79c.

**At 97c**

About 275 dozen garments—Gowns Combination Suits, Chemise, Long Skirts, Corset Covers, Drawers, Short Skirts and Princess Slips. Garments worth up to \$1.75. White Sale Price 97c.

**At \$1.19**

Fine and Dainty Garments—Combination Suits, Petticoats, Skirts, Drawers, Corset Covers, Chemise and Princess Slips. Lace trimmed and embroidered. Worth to \$2.00 a garment. White Sale Price \$1.19.

**At \$1.48**

A great variety of fine Lace and Embroidery Trimmed garments—Gowns, Combination Suits, Skirts, Chemise, Corset Covers, Drawers and Princess Slips. These garments are made of exceptional materials, and are all new styles. Worth up to \$2.50. Sale Price \$1.48.

**At \$1.95**

Only the best materials used in this lot—fine Nainsook, Cambric and Longcloth, beautiful lace and embroidery trimmings. A large variety to choose from, and all garments. Values up to \$2.75. White Sale Price \$1.95.

### Fine French Hand Made Underwear

Underwear—Gowns, Skirts, Chemise, Corset Covers, Drawers, Combination Suits, all at an underprice during White Sale.

**EXTRA SIZE SECTION**  
We found this a great convenience last year. The large people have been very well provided for this year and are offered just as good bargains as the other people.

### The Higher Priced Garments

In addition to the special lots mentioned above, other lots at just as great reductions will be on sale, as follows:

\$3.00 and \$3.25 Undermuslins	\$2.48
\$3.50 and \$3.75 Undermuslins	\$2.95
\$4.00 and \$4.50 Undermuslins	\$3.45
\$5.00 and \$5.50 Undermuslins	\$3.95
\$6.00 and \$6.50 Undermuslins	\$4.45
\$7.50 and \$8.00 Undermuslins	\$6.95
\$8.50 and \$10.00 Undermuslins	\$7.95
\$12.00 and \$12.50 Undermuslins	\$8.95

### Children's Muslin Underwear

A special section is provided for the children. It's on the main floor. Here you will find displayed at very low prices an extensive variety of all sorts of Children's Underwear.

**EXTRA SPECIAL**—A lot of children's plain but extra well made Drawers and Petticoats, worth to 20c. Sale Price 10c.

## The Basement "White City"

A complete change of scene will greet you on your arrival Monday in the Calisher Basement. "White City" is the most appropriate name we can give it. Everywhere is piled white goods. We enumerate a number of the leading items that make "White City" the most interesting feature of 1910 White Sale.

- SHEETS AND PILLOW CASES**  
Our special brand, the "Calisher White Sale Special." Look for the name. Heavy linen finished sheets. Size 72x90, worth 65c, at 48c. Size 81x90, worth 80c, at 65c.
- PILLOW CASES TO MATCH**  
Size 42x36, worth 20c, at 15c. Size 45x36, worth 25c, at 19c. The "Calisher White Sale Special"—look for the name—soft finished, fine quality sheets. Size 72x90, worth 75c, at 59c. Size 81x90, worth 85c, at 69c. H. S. Pillow Cases to match. Size 42x36, at 20c. Size 45x36, at 20c. All other sheets, including "Pepperell," "Defender," "Palma," "Dwight Anchor," "Pequot," and other leading makes will be specially priced next week. 81x90 "Pepperell" hemmed sheets, worth 75c, Monday at 59c.
- EXTRA SPECIAL 55c SHEETS 37c**  
72x90 good, durable sheets that usually sell at 55c; White Sale special 37c. (6 to a customer)

- BATH TOWELS**  
Bleached and unbleached Bath Towels, fringed and hemmed. During White Sale—  
The 15c kind at 9c.  
The 20c kind at 12c.  
The 25c kind at 18c.  
The 35c kind at 23c.  
The 40c kind at 29c.  
The 50c kind at 39c.
- DOMESTICS**  
121-2c Lonsdale Muslin 81-3c. (12 yard limit)  
121-2c Berkeley Cambric 10c.  
121-2c Knight Cambric 10c.  
61-4c White Surgeon's Cloth 4c.  
121-2c Lonsdale Cambric 10c.  
10c Underwear Cambric 81-3c.
- 50c DRAWERS 39c**  
Plain Muslin Drawers, regular 50c grade; White sale special 39c.
- LACE CURTAINS**  
All Lace Curtains are reduced in price for White Sale.
- EXTRA SPECIAL**  
Cotton Birdseye, full width; White Sale special 61-2c a yard.

- REMNANTS OF WHITE GOODS**  
Hundreds of short lengths of fine white goods of every imaginable sort at considerably less than the original prices—next week.
- EXTRA SPECIAL 15c PILLOW CASES 10c**  
Hemmed Pillow Cases, size 42x36, made of fine muslin, worth 15c; White Sale special 10c.
- EXTRA SPECIAL**  
White Cotton Reller Toweling, full bleached with red border; White Sale special 31-2c a yard. (10 yard limit)
- UNDERMUSLINS**  
At 48c Undermuslins worth to \$1.00. More than 450 dozen garments will be on sale at this reduction.  
Gowns worth \$1.00 at 48c.  
Drawers worth \$1.00 at 48c.  
Chemise worth \$1.00 at 48c.  
Short Skirts worth \$1.00 at 48c.  
Long Petticoats worth \$1.00 at 48c.  
Corset Covers worth \$1.00 at 48c.
- All sizes in each garment. Materials are extra nice.

### White Sale in the Linen Section

This section contributes some of the biggest values of White Sale.

#### Dress Linens, Waist Linens, Embroidery Linens, Suiting Linens.

Our entire assortment of Spring 1910 Linens has arrived and you have this unusual opportunity to make your selections at White Sale prices. Special lots at 35c, 40c, 45c, 50c, 65c, 75c, up to \$1.50 a yard. See the Extra Special lots.

**EXTRA SPECIAL. LINEN WORTH TO 50c AT 33c.**  
Light, medium and heavy weight Linen Waistings and Dress Linens. Values up to 50c a yard. White Sale Extra Special 33c.

**EXTRA SPECIAL. 90 INCH LINEN SHEETING 69c.**  
Linen Sheeting, medium weight, for suits, waists and skirts, 21-2 yards wide. White Sale Extra Special, a yard 69c.

**Table Linen**  
Bright, fresh, new Linens, from Belfast. Our own importation.  
**65c TABLE DAMASK 47c.**  
Heavy, pure Linen Damask, large variety of patterns, 1-2 bleached, 65c quality. White Sale Price 47c.

**\$1.25 DAMASK 95c.**  
Full bleached, double finished Damask, 2 yards wide, good \$1.25 value. White Sale Price 95c. Other lots as follows:  
Regular Price—  
\$1.50 \$1.75 \$2.00 \$2.25 \$2.50 \$3.00  
White Sale Price—  
\$1.23 \$1.45 \$1.65 \$1.85 \$2.10 \$2.35  
(We have Napkins to match.)

**BARBERS' TOWELS 39c A DOZ.**

### White Sale of White Goods

**ENGLISH LONG CLOTH**  
Extraordinary values for this sale. Seven special lots. Come in 12 yard pieces.  
Regular Price—  
\$2.00 \$2.25 \$2.50 \$2.75 \$3.00 \$3.25  
White Sale Price—  
\$1.45 \$1.69 \$1.95 \$2.25 \$2.48 \$2.75 \$2.95.

**INDIA LINON.**  
Regular Price—  
42 1-2c 15c 18c 22c 25c 30c  
White Sale Price—  
10c 12 1-2c 15c 18c 20c 25c

**PERSIAN LAWN.**  
Regular Price—  
20c 25c 30c 35c 40c 45c  
White Sale Price—  
15c 18c 20c 25c 30c 40c

**EXTRA SPECIAL**  
Dress Dimities in baby checks, and waisting patterns, worth to 25c a yard. White Sale Price 15c.

**BOXED NAINSOOK.**  
Fine soft English and Madeira Nainsook for children's wear and women's dainty undergarments. Put up 10 and 12 yards to a box. Special at \$1.50, \$1.75, \$2.15, \$2.25, \$2.95, \$3.00.

**EXTRA 25c AND 35c PERSIAN LAWN 18c**  
Fine sheer Persian Lawn, 40 inches wide. Regular 25c and 35c qualities. White Sale special 18c.

**TUSORINE LAWN**  
A silk finished Lingerie Cloth, for waists and baby dresses. Special lots at 25c, 30c, 35c, 40c, 50c, up to \$1.25 a yard.

**EXTRA SPECIAL. 25c WHITE WAISTING 10c.**  
Striped and checked, also plaid, Mercerized Waistings, worth 25c a yard. White Sale Price 10c.

**EXTRA SPECIAL 25c WHITE REP 15c.**  
English Rep Waisting, thoroughly mercerized, just the weight for spring tailored waists, also used for summer skirts and children's dresses. 25c grade. White Sale Special 15c.

**EXTRA SPECIAL 25c AND 35c WHITE SWISS 15c.**  
St. Gall Dotted Swiss, in small and medium size dots. Sells regularly at 25c and 35c a yard. White Sale Price 15c.

**EXTRA SPECIAL. 25c AND 35c SHIRTING MADRAS 18c.**  
32 inch Mercerized Shirting Madras, in neat striped and figured patterns. Regular prices 25c and 35c a yard. White Sale Price 18c.

**EXTRA CORSET COVERS 23c**  
Lace and embroidery trimmed Corset Covers, well worth 45c; Monday special 23c.  
Main Floor.

**Calisher's**  
J. Calisher Dry Goods Co. (Incorporated)

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